



Revised 1-20-10

LA Fashion District BID Board of Directors Meeting
Thursday, January 21, 2010 at 11:45 a.m.
California Market Center, 110 E 9th St Room A1175, LA CA 90079

AGENDA

Lunch Host is Steve Hirsh

- | | | |
|----|---|--------------|
| 1 | Public Comment | |
| 2 | Welcome & Introductions | |
| 3 | Approval of Minutes: January 21, 2010 | TAB 1 |
| 4 | Treasures of Los Angeles Event Seating for Thursday, April 8, 2010 | |
| 5 | Committee Reports <ul style="list-style-type: none">• Finance• Image & Communications• Ad Hoc | |
| 7 | Formation of Ad Hoc Bylaw Review Committee | |
| 8 | Committee Lunch Cost | |
| 9 | New Business | |
| 10 | Executive Director's Report | TAB 5 |
| 11 | Adjourn | |

The agenda and information materials are available for review in the BID office at the address below.

Next scheduled Board Meeting date is Thursday, February 25, 2010 at 11:45 am

As a covered entity under Title II of the Americans with Disabilities Act, the City of Los Angeles does not discriminate on the basis of disability and upon request will provide reasonable accommodation to ensure equal access to its programs, services, and activities. Sign language interpreters, assisted listening devices, or other auxiliary aids and/or services may be provided upon request. To ensure availability of services, please make your request at least 3 business days (72-hours) prior to the meeting by contacting the Commission Executive Assistant at (213) 485-1360 OR toll-free at 3-1-1.

B2010..ageneda 1-21-10



LA Fashion District BID Board of Directors Meeting
Tuesday, February 23, 2010 at 11:45 a.m.
California Market Center, 110 E 9th St Room A1175, LA CA 90079

AGENDA

Lunch Host is Peter Kaplan

- | | | |
|----|---|--------|
| 1 | Public Comment | |
| 2 | Welcome & Introductions | |
| 3 | Approval of Minutes: January 21, 2010 | TAB 1 |
| 4 | Resignation of John Van Den Akker from the Board of Directors | TAB 2 |
| 5 | Appointment of New Board Member
• Election Results | TAB 3 |
| 6 | Committee Reports
• Finance
Motion to Approve Annual Audit & Financial Statements | TAB 4 |
| | • Bylaws Review
Motion to Amend Bylaws | TAB 5 |
| 7 | Consideration of Support for FBI Study | TAB 6 |
| 8 | Conflict of Interest Summary | TAB 7 |
| 9 | Revised 2010 Calendar | TAB 8 |
| 10 | Treasures of Los Angeles Event Seating for Thursday, April 8, 2010 | TAB 9 |
| 11 | New Business | |
| 12 | Executive Director's Report | TAB 10 |
| 13 | Adjourn | |

The agenda and information materials are available for review in the BID office at the address below.

Next scheduled Board Meeting date is Thursday, March 18, 2010 at 11:45 am

As a covered entity under Title II of the Americans with Disabilities Act, the City of Los Angeles does not discriminate on the basis of disability and upon request will provide reasonable accommodation to ensure equal access to its programs, services, and activities. Sign language interpreters, assisted listening devices, or other auxiliary aids and/or services may be provided upon request. To ensure availability of services, please make your request at least 3 business days (72-hours) prior to the meeting by contacting the Commission Executive Assistant at (213) 485-1360 OR toll-free at 3-1-1.

B2010.agenda 2-23-10



LA Fashion District BID Board of Directors Meeting
Thursday, March 18, 2010 at 11:45 a.m.
California Market Center, 110 E 9th St Room A1175, LA CA 90079

AGENDA

Lunch Host is Elisa Keller

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|---|---|------------------|
| 1 | Public Comment | |
| 2 | Welcome & Introductions | |
| 3 | Approval of Minutes: February 23, 2010 | TAB 1 |
| 4 | Committee Reports <ul style="list-style-type: none">• Finance• OperationsVending Meeting• Bylaws Review<ul style="list-style-type: none">Draft Amendments prepared by John LambethDevelop Campaign Strategy | Handout
TAB 2 |
| 5 | Action Item: Anti-Counterfeiting Trade Agreement | TAB 3 |
| 6 | Action Item: DWP Rate Increase | TAB 4 |
| 7 | New Business | |
| 8 | Executive Director's Report | TAB 5 |
| 9 | Adjourn | |

The agenda and information materials are available for review in the BID office at the address below.

Next scheduled Board Meeting date is Thursday, April 29, 2010 at 11:45 am

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B2010.agenda 3-18-10



LA Fashion District BID Board of Directors Meeting
Thursday, April 29, 2010 at 11:45 a.m.
California Market Center, 110 E 9th St Room A1175, LA CA 90079

AGENDA

Lunch Host is Lance Kluger

- | | | |
|---|-------------------------------------|--------------|
| 1 | Public Comment | |
| 2 | Welcome & Introductions | |
| 3 | Approval of Minutes: March 18, 2010 | TAB 1 |
| 5 | Committee Reports | |
| | • Proxy Ballots for Board Members | TAB 2 |

IMPORTANT NOTE: Please bring your signed proxy with you to the Board meeting or fax it to the BID offices at (213) 488-5159. We would like to receive all 15 proxies by the time of the Board meeting in order to proceed with this bylaw amendment effort.

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|---|------------------------------------|----------------|
| • | Bylaws Amendment Campaign Strategy | Handout |
| 6 | New Business | |
| 8 | Executive Director's Report | TAB 3 |
| 9 | Adjourn | |

The agenda and information materials are available for review in the BID office at the address below.

Next scheduled Board Meeting date is Thursday, May 27, 2010 at 11:45 am

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B2010.agenda 4-27-10



LA Fashion District BID Board of Directors Meeting

Thursday, May 27, 2010 at 11:45 a.m.

California Market Center, 110 E 9th St Room A1175, LA CA 90079

AGENDA

Lunch Host is Darlene Kuba

- | | | |
|---|--|--------------|
| 1 | Public Comment | |
| 2 | Welcome & Introductions | |
| 3 | Approval of Minutes: April 29, 2010 | TAB 1 |
| 4 | Committee Reports | |
| | <u>Finance</u> | |
| | • April Financial Statement & Balance Sheet | TAB 2 |
| | • Discuss 2011 Assessment Rates | TAB 3 |
| | • Action Item: Motion to Adopt 2011 Assessment Rates | |
| | <u>Bylaws</u> | |
| | • Bylaws Amendment Update & Next Steps | |
| | <u>Operations</u> | |
| | • Surveillance Camera Inventory Update | |
| | <u>Personnel</u> | |
| 5 | Review Annual Meeting Date | |
| 6 | New Parking Signage Update | |
| 7 | New Business | |
| 8 | Executive Director's Report | TAB 4 |
| 9 | Adjourn | |

The agenda and information materials are available for review in the BID office at the address below.

Next scheduled Board Meeting date is Thursday July 15, 2010 at 11:45 am

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B2010.agenda 5-29-10



LA Fashion District BID Board of Directors Meeting

Thursday, July 22, 2010 at 11:45 a.m.

California Market Center, 110 E 9th St, Room C998, LA CA 90079

PLEASE NOTE your attendance at this meeting is very important.

A supermajority of Board Members (at least 13 of the 15 Members) must be in attendance at this meeting in order to consider a motion to reduce the number of Board Members.

AGENDA

Lunch Host is Jaime Lee

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|---|--|--------------|
| 1 | Public Comment | |
| 2 | Welcome & Introductions | |
| 3 | Approval of Minutes: May 27, 2010 | TAB 1 |
| 4 | Action Item: Consider Reducing the Number of Board Members
<i>This item will be considered based on outcome of the Ballot Count at the Annual Meeting</i> | |
| 5 | Committee Reports
<u>Operations</u> | |
| 6 | Appointment of 2010 Election Committee | |
| 7 | Uniform Parking Sign Reservation Form (Draft) | TAB 2 |
| 7 | New Business | |
| 8 | Executive Director's Report | TAB 3 |
| 9 | Adjourn | |

The agenda and information materials are available for review in the BID office at the address below.

Next scheduled Board Meeting date is Thursday September 16, 2010 at 11:45 am

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B2010.agenda 7-22-10



**LA Fashion District BID
Board of Directors Meeting**
Tuesday, July 27, 2010 at 10:30 am
California Market Center, 110 E 9th St Room A1175, LA CA 90079

AGENDA

- 1 Public Comment
- 2 Action Item: DPOA Bylaw Amendment Proposal
- 3 Executive Director's Report
- 4 Adjourn

The agenda and information materials are available for review in the BID office at the address below.

Next scheduled Board Meeting date is September 16, 2010 at 11:45 am

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B2010.agenda 7-27-10



LA Fashion District BID Board of Directors Meeting

Thursday, September 16, 2010 at 11:45 a.m.

California Market Center, 110 E 9th St, Room A 1175, LA CA 90079

AGENDA

Revised 9-14-10

Lunch Host is Laurie Sale

- 1 Public Comment
- 2 Welcome & Introductions
- 3 Approval of Minutes: July 22 & 27, 2010 **TAB 1**
- 4 Committee Reports
 - Finance
 - Operations
 - Bylaws
 - Election
 - Personnel
- 5 Adjourn to Closed Session to discuss recommended amendments to Executive Director's employment contract.
 - Discussion and Possible Action.
- 6 Adjourn to Open Session.
- 7 CRA/Fashion District Design for Development Plan Update
 - Parking Day: Friday, September 17, 2010 on Maple between 11th/12th Streets
 - Focus Group Meetings
- 8 Special Events
 - Fashion's Night Out – Friday, September 10, 2010
 - Macy's Glamorama – Thursday, September 16, 2010
 - Streetcar Fundraiser – Thursday, September 30, 2010
 - LA Conservancy 7th Street Walkabout - Sunday, November 7, 2010 **TAB 2**
- 9 New Business
- 10 Executive Director's Report **TAB 3**
- 11 Adjourn

The agenda and information materials are available for review in the BID office at the address below.

Next scheduled Board Meeting date is Thursday, November 18, 2010 at 11:45 am

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B2010.agenda 9-16-10



Revised 11-17-10

LA Fashion District BID Board of Directors Meeting

Thursday, November 18, 2010 at 11:45 a.m.

California Market Center, 110 E 9th St, Room A 1175, LA CA 90079

AGENDA

Lunch Host is Suzette Wachtel

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|------|--|---------------|
| 1 | Public Comment | |
| 2 | Welcome & Introductions | |
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 | | |
| 3 | Captain Todd Chamberlain, LAPD, Central Division | |
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| 4 | Approval of Minutes: September 16, 2010 | TAB 1 |
| 5 | Committee Reports | |
| a. | Finance | TAB 2 |
| | <u>Action Item:</u> Motion to approve 2011 Budget | TAB 2 |
| | <u>Action Item:</u> Motion to approve the 2011 Fashion District Planning Report for the City of Los Angeles | TAB 3 |
| b. | Operations | |
| | <u>Action Item:</u> Motion to consider no parking on Maple between Olympic and Pico from Thanksgiving to January 1, 2011. | |
| | <u>Action Item:</u> Hire an additional Safe Team Officer from November to December 31, 2010. | |
| c. | Election | |
| d. | Personnel | |
| 6 | Proposed Revision to District Management Plan | |
| | • <u>Action Item:</u> Motion to approve revision to 2008 District Management Plan | TAB 3A |
| 7 | Translation Services for BID Property Owner Communications | |
| | <u>Possible Action Item:</u> Motion to consider expense allocation for translating newsletters and all communications to BID Property Owners | TAB 4 |
| 8 | CRA/Fashion District Design for Development Plan Update | |
| | • Draft Market Study on the Website www.fashionyourdistrict.org | |
| 9 | Home for Good – Action Plan to End Homelessness | TAB 5 |
| | <u>Action Item:</u> Motion to support the Plan | |
| 10 | Treasure's of Los Angeles Annual Sponsorship | |
| | <u>Action Item:</u> Motion to Approve Silver Sponsor Level Participation for the 2011 CCA Treasures of Los Angeles Awards Luncheon | TAB 6 |
| 11 | New Business | |
| 12 | Executive Director's Report | TAB 7 |
| 13 | Adjourn | |

The agenda and information materials are available for review in the BID office at the address below.

Next scheduled Board Meeting date is Thursday, December 9, 2010 at 11:45 am

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B2010.agenda 11-18-10



LA Fashion District BID
Board of Directors Meeting
Thursday, December 9, 2010 at 11:45 a.m. - CMC A 1175

AGENDA

Lunch Host is Laura Aflalo

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|---|--|--------------|
| 1 | Public Comment | |
| 2 | Approval of Minutes: November 18, 2010 | TAB 1 |
| 3 | Operations Update | |
| 4 | Public Information Coordinator Hiring Update | |
| 5 | Recognition of Retiring Board Members <ul style="list-style-type: none">• Barry Gold• Steve Hirsh• Elisa Keller• Lance Kluger• Laurie Sale | |
| 6 | Board of Directors Election Results | |
| 7 | New Business <ul style="list-style-type: none">• Draft 2011 Meeting Calendar | TAB 2 |
| 8 | Executive Director's Report | TAB 3 |
| 9 | Adjourn | |

The agenda and information materials are available for review in the BID office at the address below.

Next scheduled Board Meeting date is Thursday, January 20, 2011 at 11:45 am

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LA Fashion District BID
Board of Directors Meeting Minutes
January 21, 2010 | CMC A 1175

Members Present: Laura Aflalo, Mark Chatoff, Mark Cohen, Barry Gold, Ramin Haverim, Steve Hirsh, Peter Kaplan, Lance Kluger, Darlene Kuba, Jaime Lee, Laurie Sale, John Van den Akker, Suzette Wachtel.

Members Absent: John C. Day, Elisa Mermelstein-Keller.

Guests Present: Commander Blake Chow, LAPD Central Bureau, Captain Todd Chamberlain, LAPD Central Division, Sergeant Adrienne Legaspi.

Staff Present: Kent Smith, Executive Director; Lynn Myers, Managing Director; Randall Tampa, Operations Director.

Chairman Mark Chatoff called the meeting to order at 11:47 a.m. Mr. Hirsh hosted the luncheon.
A revised agenda and two handouts were emailed to Board Members prior to the meeting.

1 Public Comment: None received.

2 Welcome & Introductions:

Board Chair Mark Chatoff welcomed Board Members to the first meeting of 2010. Board Members introduced themselves.

3 Introduction of Commander Blake Chow and Captain Todd Chamberlain

Commander Chow said LAPD is short staffed and the BIDs are a helpful and integral part of public safety efforts. Captain Chamberlain said private and public sectors are sometimes unaware of a BIDs good work in preserving public safety and a neighborhood's quality of life until the BID is not renewed and services end.

4 Approval of Minutes from December 10, 2009. Approved by unanimous vote.

3 Committee Reports

Finance: Summary of 2009 Un-Audited Financial Information: Financially 2009 was a difficult year as direct assessment billing resulted in a large uncollected expense. (see Item 1) Managing expenses was a challenge due to the fluctuating revenue numbers. As a result the district is not as clean however expenses were cut in order to stay below budget. Board policy and effective financial management have kept assessments low while maintaining good quality service programs. It is important to note that BID revenues have gone up only 2% in ten years. Board Member Mark Cohen requested information on outstanding assessment payments be discussed at the Finance Committee.

Auditor Engagement Letter: **MOTION: Retain the accounting firm Stanislawski & Harrison as the 2009 auditor.**
Darlene Kuba moved to approve. Mark Chatoff seconded.

The motion passed by unanimous vote on January 21, 2010.

Members voting: Laura Aflalo, Mark Chatoff, Barry Gold, Ramin Haverim, Steve Hirsh, Peter Kaplan, Lance Kluger, Darlene Kuba, Jaime Lee, Laurie Sale, John Van den Akker, Suzette Wachtel.

Operations: Several updates were presented:

- Surveillance camera tech problems were resolved and cameras will be operational by the end of the month.
- A district-wide camera survey will be conducted and the compiled list filed to LAPD Central Division for future use. Property owners will be encouraged to participate in this new project to help enhance public safety in the Fashion District.
- 6,000 graffiti tags were painted out during 2009. All tags are photographed and the documentation submitted to the LAPD and City Attorney for future cases that can be moved from misdemeanor to felony charges.
- 56,000 location checks were conducted by the Safe Team. Location checks include checking for locked doors and gates. This nightly survey has proved to be a good crime deterrent.
- BID Directors met with representatives from the Bureau of Sanitation (BOS) to discuss trash management issues. BOS will look for an appropriate site to install a trash compactor that can be used by multiple BIDs.
- Over the last several days four consecutive storm systems increased the threat of flooding in the district. As a proactive measure BID staff is in vehicles looking for signs of flooding and sandbagging problem areas. The North & South Alley trench drain is working well.

Image & Communications: The Ad Hoc Website Committee met several times to review the draft website. They recommended a number of to improve the style of the site.

6 Fashion District Board of Directors

Officer Election: The following Board Members were nominated and elected to serve as Officers of the Board:

- Mark Chatoff, Chair
- Laurie Sale, Vice Chair
- Barry Gold, Treasurer
- Jaime Lee, Secretary

Board Manual Updates: A revised 2010 meeting calendar and Board roster will be distributed.

7 Formation of Ad Hoc Bylaws Review Committee

The Corporation Bylaws were last revised in 2003. The statutes have worked well however several issues have emerged that could be improved with changes. Election costs, zone representation, resident representation, and reducing the number of Board Members were discussed. Any changes to the Bylaws require a majority vote by the property owners. The Board Chair appointed Laura Aflalo, Barry Gold, Ramin Haverim, Elisa Mermelstein Keller and Steve Hirsh to an Ad Hoc Committee that will prepare recommendations for Board consideration.

8 Committee Lunch Recovery Costs

A question was raised about the BID paying for Committee meeting lunches. Kent Smith explained that only the Operations Committee convenes at noon and to encourage LAPD participation the BID covers the cost of lunch. In 2009 \$600 was spent. Board Members agreed to continue the current practice of paying for these lunches.

9 New Business: None discussed.

10 Executive Director's Report

Street Car: This downtown project is estimated to cost \$125 million excluding annual operations costs. 68% of the funding is being sought from the private sector in the form of property assessments.

Planning Department Community Plan: The project was put on hold due to budget constraints. The Community Redevelopment Plan is now more important to the future development of the Fashion District as it is the only plan that continues to be developed.

Scramble Crosswalks: In response to requests to remove the scramble crosswalk lights the LA Department of Transportation reported that there is no staff to make the changes. On the positive side LAPD is not issuing jaywalking tickets which is a result of BID advocacy.

DWP Rate Structure: Owners of multi story buildings are seeing a dramatic rise in rate costs. Meetings and consultations with DWP representatives have not resulted in any changes. Board Member Mark Cohen asked to convene a meeting with Council District 9 staff. The Legislative Committee will meet to discuss next steps. Mark Cohen and Lance Kluger requested appointment to this Committee. All property owners will be notified via the BID newsletter.

11 The meeting adjourned at 1:20 pm



LA Fashion District BID
Board of Directors Meeting Minutes
February 23, 2010 | CMC A 1175

Members Present: Laura Aflalo, Mark Chatoff, Mark Cohen, John C. Day, Barry Gold, Ramin Haverim, Steve Hirsh, Peter Kaplan, Elisa Keller, Lance Kluger, Darlene Kuba, Laurie Sale, Suzette Wachtel.

Members Absent: Jaime Lee.

Guests Present: Jorge Flores.

Staff Present: Kent Smith, Executive Director; Randall Tampa, Operations Director; Joanna Cheatham, Administrative Assistant.

Chairman Mark Chatoff called the meeting to order at 11:46 a.m. Mr. Kaplan hosted the luncheon.

1 Public Comment: None received.

2 Welcome & Introductions:

Board Chair Mark Chatoff welcomed Board Members to the meeting. Board Members introduced themselves.

3 Approval of Minutes from January 21, 2009. Approved by unanimous vote.

4 Resignation of John Van Den Akker from the Board of Directors.

Laura Aflalo suggests lowering number of Board members. Number of Board members cannot be changed by Board of Directors per Bylaws.

5 Appointment of New Board Member.

MOTION: Elect Dan Bartholomew to replace John Van Den Akker.

Laurie Sale moved to approve. Laura Aflalo seconded.

The motion passed by unanimous vote on February 23, 2010.

Members voting: Laura Aflalo, Mark Chatoff, Mark Cohen, John C. Day, Barry Gold, Ramin Haverim, Steve Hirsh, Peter Kaplan, Elisa Keller, Lance Kluger, Darlene Kuba, Laurie Sale, Suzette Wachtel.

6 Committee Reports.

Finance:

MOTION to Approve Annual Audit & Financial Statements.

The motion passed by unanimous vote on February 23, 2010.

Members Voting: Laura Aflalo, Mark Chatoff, Mark Cohen, John C. Day, Barry Gold, Ramin Haverim, Steve Hirsh, Peter Kaplan, Elisa Keller, Lance Kluger, Darlene Kuba, Laurie Sale, Suzette Wachtel.

Bylaws Review:

The Bylaws Review Committee met on February 16, 2010 to discuss possible amendments to the current Bylaws. The Committee recommended the following changes for Board consideration: A two thirds majority vote of the Board of Directors should have the ability to amend all sections of the Bylaws including those related to the size of the Board. The committee also wanted to make it easier for members to amend the Bylaws reducing the requirement from a majority of members representing at least 50% of the assessment to a two thirds majority vote by members representing at least 10% of the assessments attending a meeting of the members. The Board of Directors agreed that the Bylaws would be amended as follows:

MOTION: New Bylaws may be adapted or the current Bylaws may be amended or replaced by an affirmative vote of at least ten (10) directors at a board of directors meeting.

Provided however that Amendments on matters affecting the rights of members or the election of directors can also be amended by a two thirds vote of members attending and/or represented by parties at a properly noticed meeting who represent at least ten percent of the assessments paid into the Fashion District BID in accordance with Article III, Section 4.

Barry Gold moved to approve. John C. Day seconded.

The Motion passed by unanimous vote on February 23, 2010.

Members Voting: Laura Aflalo, Mark Chatoff, Mark Cohen, John C. Day, Barry Gold, Ramin Haverim, Steve Hirsh, Peter Kaplan, Elisa Keller, Lance Kluger, Darlene Kuba, Laurie Sale, Suzette Wachtel.

Attorney John Lambeth will be retained to craft appropriate language for the amendments and message to voting property owners. The Annual Meeting of the Property Owners will convene on May 16, 2010 to allow sufficient time to collect votes and proxies currently required for changes to the Bylaws.

7 Consideration of Support for FBI Study.

FBI is requesting a signed letter of support to receive funds from LADWP for their study. Board prefers to stay neutral and not provide a signed letter of support.

8 Conflict of Interest Summary.

Handout provided on how to Avoid Conflicts of Interest.

9 Revised 2010 Calendar

Discussion to change the date of the Annual meeting to May.

10 Treasures of Los Angeles Event Seating for Thursday, April 8, 2010.

The LA Fashion District BID is sponsoring a table for this event. Board Members are encouraged to attend. There are 8 seats available.

11 New Business: None.

12 Executive Director's Report.

Wall Street to Close for Special Event: Randall Tampa provides maps & details of proposed street closures for an event on Saturday, February 23, 2010. Board is unaware of event & does not support the idea.

MOTION to write letter of non-support & halt event.

Lance Kluger moved to approve. Laurie Sale seconded.

Members Voting: Laura Aflalo, Mark Chatoff, Mark Cohen, John C. Day, Barry Gold, Ramin Haverim, Steve Hirsh, Peter Kaplan, Elisa Keller, Lance Kluger, Darlene Kuba, Laurie Sale, Suzette Wachtel.

13 The meeting adjourned at 1:30 pm



LA Fashion District BID
Board of Directors Meeting Minutes
March 18, 2010 | CMC A 1175

Members Present: Laura Aflalo, Mark Cohen, Barry Gold, Ramin Haverim, Steve Hirsh, Peter Kaplan, Elisa Keller, Jaime Lee, Lance Kluger, Laurie Sale, Suzette Wachtel.

Members Absent: Dan Bartholomew, Mark Chatoff, John C. Day, Darlene Kuba.

Staff Present: Kent Smith, Executive Director; Lynn Myers, Managing Director.

Vice-Chair Laurie Sale called the meeting to order at 11:55 a.m. Ms. Keller hosted the luncheon.

1 Public Comment: None received.

2 Welcome & Introductions

3 Approval of Minutes from February 23, 2010. Corrected and approved by unanimous vote.

4 Committee Reports.

Finance:

- Copies of the Financial Audit were distributed. (see Item 1)
- A current Financial Summary was distributed. (see Item 2) Cash flow is in line however assessments in excess of \$400,000 are expected by the end of the year coming from past due payments and vendor trash collection fees. The excess revenue will be used to pay down assessments in 2011. Any collected revenue over \$400,000 will be allocated to BID Renewal.
- At the Board of Directors meeting in May the Members will vote on 2011 assessment rates.
- Revenue / Expenses show increased revenue and decreased expenses. The BID is saving money by delaying hiring additional Clean & Safe Team members.

Operations:

- City department representatives met to discuss vending in the Fashion District.
- At the Operations Committee meeting on March 16th SLO Werner reported that crime is down in Central and more resources are being deployed to address quality of life issues.
- A graffiti tagger was apprehended by BID Safe Team officers and arrested by LAPD on felony charges.

Bylaws Review:

- Bylaw Amendment Review: Board Members agreed to initiate a Bylaw amendment process in order to reduce the number of Board Members from 15 to a fewer number in order to reach meeting quorums more easily, and to address the changing demographic character of the Fashion District.

MOTION: Approve restating the Bylaws of the DPOA so that Bylaws can be amended by a 2/3 vote of approval by the Board of Directors, or, Members of the DPOA can amend the Bylaws if 10% of the Members holding 10% of the weighted vote call a meeting to amend the Bylaws.

Barry Gold moved to approve. Elisa Keller seconded.

The motion passed on March 18, 2010.

Members voting Yes: Mark Cohen, Barry Gold, Steve Hirsh, Peter Kaplan, Elisa Keller, Jaime Lee, Lance Kluger, Laurie Sale, Suzette Wachtel.

Members voting No: None recorded.

Members voting to Abstain: Laura Aflalo.

- Campaign Strategy: Approval to amend the Bylaws requires a vote of owners representing 50%+\$1 of the weighted assessment vote either at either a property owner meeting or by proxy vote. Proxy ballots will be prepared by John Lambeth and distributed first to Board Members who collectively represent 21% of the majority weighted assessment. An Annual Meeting invitation, cover letter, and proxy ballot will be mailed to all property owners at least 21 days prior to the annual meeting. Board Members will call owners in order to obtain attendance or proxy ballots.

MOTION: The Annual Property Owner meeting will convene on Thursday, May 27, 2010.

Barry Gold moved to approve. Jaime Lee seconded.

The motion passed by unanimous vote on March 18, 2010.

Members voting Yes: Laura Aflalo, Mark Cohen, Barry Gold, Ramin Haverim, Steve Hirsh, Peter Kaplan, Elisa Keller, Jaime Lee, Lance Kluger, Laurie Sale, Suzette Wachtel.

5 Anti-Counterfeiting Trade Agreement

The BID was contacted by the U.S. Chamber of Commerce's Global Intellectual Property Center (GIPC). The Chamber is organizing a letter to be sent from small/medium sized businesses (though not following a strict definition of an SME) to the US Trade Representative (USTR) supporting the conclusion of a robust Anti-Counterfeiting Trade Agreement (ACTA). The Chamber understands that the LA Fashion District isn't a company per se, however they believe our support is important and would like to add the BID a signatory to their letter.

MOTION: Support the U.S. Anti-Counterfeiting Trade Agreement.

Jaime Lee moved to approve. Ramin Haverim seconded.

The motion passed on March 18, 2010.

Members voting Yes: Mark Cohen, Ramin Haverim, Steve Hirsh, Jaime Lee, Laurie Sale.

Members voting No: Laura Aflalo, Barry Gold, Elisa Keller.

Members voting to Abstain: Peter Kaplan, Lance Kluger, Suzette Wachtel.

6 DWP Rate Increase

The DWP Board of Commissioners is expected to vote in favor of increasing energy rates at their meeting today. Business properties can expect to see increases in the average bill ranging from 20% to 26% beginning April 1, 2010. According to the *LA Times* DWP says the rate increase would pay for more aggressive conservation programs, a solar plan designed to create 16,000 jobs, and cover the fluctuating price of coal and natural gas. The City Council will review the plan in the next few weeks. (see Item 4) Business leaders are questioning the transparency of the process and concerned about the increasing cost of doing business in Los Angeles.

MOTION: Oppose the energy rate increase approved by the DWP Board of Commissioners and lobby City Council to reduce the rate increase.

Elisa Keller moved to approve. Lance Kluger seconded.

The motion passed by unanimous vote on March 18, 2010.

Members voting Yes: Laura Aflalo, Mark Cohen, Barry Gold, Ramin Haverim, Steve Hirsh, Elisa Keller, Jaime Lee, Lance Kluger, Laurie Sale, Suzette Wachtel.

7 New Business: None discussed.

8 Executive Directors Report

CRA Development Plan for the LA Fashion District: CRA staff is finalizing the RFP for consultant selection by June 2010.

9 The meeting adjourned at 1:27 pm



LA Fashion District BID
Board of Directors Meeting Minutes
April 29, 2010 :: CMC A 1175

Members Present: Dan Bartholomew, Mark Chatoff, Mark Cohen, Barry Gold, Ramin Haverim, Steve Hirsh, Elisa Mermelstein Keller, Darlene Kuba, Jaime Lee, Laurie Sale.

Members Absent: Laura Aflalo, John Day, Peter Kaplan, Lance Kluger, Suzette Wachtel.

Owners and Guests Present: George Gould, Fanny Levin.

Staff Present: Kent Smith, Executive Director, Lynn Myers.

Chairman Mark Chatoff called the meeting to order and thanked Lance Kluger for hosting the lunch.

1 Public Comment: None received.

2 Welcome & Introductions: New Member Dan Bartholomew was welcomed to the Board of Directors.

3 Approval of the Minutes for March 18, 2010: Approved by unanimous vote.

4 Committee Reports

Bylaws Review Committee

Proxy Ballots: The Committee met on April 20, 2010 to review the ballot package. All Board Members received individualized ballots and were asked to either fax the completed ballot to the office or bring it with them to the meeting. When all Board Member ballots are received then ballots will be mailed to property owners. Barry Gold volunteered to call Board Members who have not submitted their ballots.

Campaign Strategy: A list of potential signers was distributed at the meeting. (see Item 1) Board Members were asked to contact 3-4 owners on the list after ballots are mailed out. The challenge is obtain approval from enough property owners to reach 50% = \$1 of the total dollar value of the BID assessment within 28 days. Once signed the proxy ballots are valid for only 60 days. The annual meeting is currently scheduled for May 27, 2010. Board members agreed to the following action:

MOTION: Change the date of the Annual Property Owner Meeting to June 24, 2010.

Elisa Keller moved to approve.

Board Members discussed other possible dates.

Darlene Kuba moved to second the motion as stated.

The motion was approved on April 29, 2010.

Members voting Yes: Dan Bartholomew, Mark Chatoff, Mark Cohen, Barry Gold, Ramin Haverim, Elisa Mermelstein Keller, Darlene Kuba, Jaime Lee, Laurie Sale.

Members voting No: None. Members voting to abstain: Steve Hirsh.

Once the ballots are mailed to all property owners Board Members will call property owners to discuss the rationale for changing the Bylaws using these talking points as a guideline:

- Bylaws of the DPOA are virtually impossible to change without a majority of property owners (by assessment) represented at a meeting
- By allowing amendments to be made easier the Board can save property owners money. For example, by holding elections every two years instead of annually we can save over \$8,000.
- Currently there are no restrictions on Board membership. The BID wants to ensure the Board truly represents the property owners and may want to restrict the number of residents who can sit on the Board.

5 New Business: None discussed.

6 Executive Director's Report

City Budget Proposes to Delete Trash Can Liners to BIDs: The BID prepared in advance for this reduction. The BID Consortium is working together to encourage the City Budget Committee and City Council to restore the liners that help the BIDs clean the city's streets. (See Item 3)

Status of BID Assessment Payments: The BID budget was based on 90% revenue collection in 2010 and 10% default on payments. Only 85% assessments have been collected to date which translates to a \$250,000 hit to the budget. Currently there is \$400,000 in reserves to cover the deficit. In May, the Board will have to decide whether or not to raise the assessment rates in order to cover the shortfall and prepare for 2011 expenses. The Finance Committee meets on May 25, 2010 at 10:30 am in the BID offices to discuss the 2011 budget and assessment rates.

PACE Enforcement on Broadway: The BID will monitor progress on this effort to bring storefront signage and roll down gates into code compliance. Enforcement could extend into the Fashion District in the future.

LADWP Rate Increase: The 0.6 cent increase approved by City Council is permanent.

Paradies Group Loses LAX Bid: The Paradies Group planned to create a Fashion District store at LAX as part of their concessions package proposal for the terminal renovation. Their proposal was rejected along with proposals from several other companies who are now questioning the Commission's award decision. An article from the LA Times is attached as Item 4.

Financial Statements:

MOTION: Financial statements and balance sheets will be a permanent item on every Board of Directors meeting agenda.

Mark Cohen moved to approve. Ramin Haverim seconded.

The motion was approved by unanimous vote on May 29, 2010.

Members voting Yes: Dan Bartholomew, Mark Chatoff, Mark Cohen, Barry Gold, Ramin Haverim, Steve Hirsh, Elisa Mermelstein Keller, Darlene Kuba, Jaime Lee, Laurie Sale.

Website Update: The website is not completed and SF Digital has not performed according to their timeline. Staff is considering several options for completing the update and launch.

7 The meeting adjourned at 12:50 p.m.



LA Fashion District Business Improvement District
Board of Directors Meeting Minutes - Thursday, May 27, 2010

Members Present: Laura Aflalo, Dan Bartholomew, Mark Chatoff, Mark Cohen, Barry Gold, Ramin Haverim, Peter Kaplan, Elisa Keller, Lance Kluger, Darlene Kuba, Jaime Lee, Laurie Sale, Suzette Wachtel.

Members Absent: John Day, Steve Hirsh.

Staff Present: Kent Smith, Executive Director. Jose Gonzales, Lynn Myers.

Chairman Mark Chatoff called the meeting to order at 11:57 am and thanked Board Member Darlene Kuba for hosting the lunch.

1 Public Comment: None recorded.

2 Welcome and Introductions

3 Approval of Meeting Minutes from April 29, 2010. Approved by unanimous vote.

4 Committee Reports

Finance

April Financial Statement and Balance Sheet: A revised 2010 cash flow summary was distributed.

Discuss 2011 Assessment Rates: June 1, 2010 is the deadline to submit the 2011 Assessment Roll to the Office of the City Clerk. According to the city approved District Management Plan it is possible to apply a maximum 4% increase to the annual assessment. The Finance Committee met on May 25, 2010 and agreed to recommend no adjustment to the 2011 assessment rates. Members discussed the possibility of raising the assessment rates for 2012 when the reserve funds will be depleted.

MOTION: Apply no CPI adjustment increase to the Fashion District BID 2011 assessment roll.

Barry Gold moved to approve. Darlene Kuba seconded.

The motion passed by unanimous vote on May 27, 2010.

Members voting Yes: Laura Aflalo, Mark Chatoff, Mark Cohen, Barry Gold, Ramin Haverim, Peter Kaplan, Elisa Keller, Lance Kluger, Darlene Kuba, Jaime Lee, Laurie Sale, Suzette Wachtel.

Alley Assessments: Based on motions approved at North and South Alley Association the BID Board of Directors approved the following actions:

MOTION: The North Alley Association 2011 overlay assessment will remain at \$267,000. The South Alley Association 2011 overlay assessment will be decreased by 30.35% to \$232,000.

Lance Kluger moved to approve. Darlene Kuba seconded.

The motion passed by unanimous vote on May 27, 2010.

Members voting Yes: Laura Aflalo, Dan Bartholomew, Mark Chatoff, Mark Cohen, Barry Gold, Ramin Haverim, Peter Kaplan, Elisa Keller, Lance Kluger, Darlene Kuba, Jaime Lee, Laurie Sale, Suzette Wachtel.

Bylaws Review

The Bylaw Review Committee met on May 24, 2010 to address concerns from several Board Members about the original plan to amend the bylaws. Some Members felt that the amendment allowed the Board of Directors too much power to change the bylaws. The amendment would allow:

- The Board of Directors to amend Bylaws with a 2/3 supermajority approval vote, or,
- The Property Owners to amend Bylaws at a meeting where 10% of the total number of owners is present who also represent 10% of the total annual BID assessment.

The Committee recommended the following changes to the bylaw amendment process that will allow future amendments, and, limiting the amendment to address specific issues:

- Reducing the number of Board Members from 15 to a lower number of 11 or 13,
- Dedicate one seat on the Board to a resident member with no requirement to limit that seat only to a resident,
- Reduce the percentage of owners /weighted assessment required to change the bylaws from 10% to a lesser percentage.

Several Board Members found the proxy ballot information incomplete. There was no mention of the amendment or the length of time of the proxy would be valid. A new proxy ballot will include this language:

"Proposed First Amendment to Bylaws of the Downtown Los Angeles Property Owners Association, Inc. modifying Bylaw amendment procedures dated May 5, 2010 and attached herein. This proxy is valid for 60 days after June 1, 2010. As to this matter, my proxy is directed to exercise my vote as follows:"

All proxy ballots will be dated June 1, 2010.

The Annual Meeting date will be changed to July 22, 2010. Board Members will sign revised proxies and obtain signed proxy ballot approvals representing 50% + \$1 of the weighted assessment prior to the annual meeting.

A Board of Directors meeting will convene immediately after the Annual Meeting to consider changing the required number of Board Members.

A revised proxy ballot was provided to each Board Member. When all signed ballots are received then proxy ballots will be mailed to property owners.

MOTION: Change the Annual Meeting and a Board of Directors Meeting to July 22, 2010. A motion to reduce the number of Board Members from 15 to 11 will be agendized for a vote at the Board of Directors meeting.

Barry Gold moved to approve. Laurie Sale seconded.

The motion passed by unanimous vote on May 27, 2010.

Members voting Yes: Laura Aflalo, Dan Bartholomew, Mark Chatoff, Mark Cohen, Barry Gold, Ramin Haverim, Peter Kaplan, Elisa Keller, Lance Kluger, Darlene Kuba, Jaime Lee, Laurie Sale, Suzette Wachtel.

Operations

This Committee met on May 25, 2010. LAPD Central Division Captain Chamberlain and SLO Shafer attended to discussed several recent serious criminal incidents in downtown. With the BID's recent district-wide surveillance camera inventory the LAPD was able to collect video evidence for one of the crimes.

The Operations Committee also discussed the possible sale of the Huntington Hotel and conversion to affordable housing and recommended sending a support letter to Councilmember Jose Huizar and City Attorney.

Personnel: The Personnel Committee approved staff salary adjustments effective June 1, 2010. The total amount of the adjustments is less than what is budgeted.

5 Review Annual Meeting Date: See previous motion.

6 New Parking Signage Update: BID staff will work to procure necessary City installation permits.

7 New Business: None discussed.

8 Executive Directors Report

LudoBites: The BID Safe Team is doing a good job ensuring the safety of the public environment for this popular evening culinary event hosted by Gram & Pappa's.

Medical Marijuana Clinics: 3 of the 4 clinics in the Fashion District are now closed.

Industrial Zones: This study was distributed in the Board package attachments. Changing the industrial zoning will make it easier to build mixed-use developments.

Clean Tech Corridor: A Community Redevelopment Agency (CRA)/Urban Land Institute (ULI) panel studied what needs to be done to develop a Clean Tech Corridor in the area adjacent to the LA River. A presentation of findings is planned for Friday, May 28, 2010.

9 The meeting adjourned at 1:30 pm.



LA Fashion District Business Improvement District
Board of Directors Meeting Minutes - Thursday, July 22, 2010

Members Present: Laura Aflalo, Dan Bartholomew, Mark Chatoff, Mark Cohen, Barry Gold, Ramin Haverim, Steve Hirsh, Peter Kaplan, Elisa Keller, Lance Kluger, Darlene Kuba, Jaime Lee, Laurie Sale, Suzette Wachtel.

Members Absent: John Day.

Guests Present: Hilda Jimenez.

Staff Present: Kent Smith, Executive Director. Lynn Myers.

Chairman Mark Chatoff called the meeting to order at 11:45 am and thanked Board Member Jaime Lee for hosting the lunch.

1 Public Comment: None recorded.

2 Welcome and Introductions

3 Approval of Meeting Minutes from May 27, 2010. Approved by unanimous vote.

4 Action Item: Consider Reducing the Number of Board Members

The Member Meeting did not have a quorum so the meeting could not take place. Board Members discussed the pros and cons of launching a second effort to gain a majority vote from property owners. They agreed to meet again on July 27, 2010 to make a decision.

5 Committee Reports

Operations: Central Division is reporting an 11% reduction in crime over last year's stats.

BID staff met with Deputy Chief Perez to discuss the possibility of changing Central Division's boundaries to include the Fashion District.

An increase in shootings and murders outside the district all appear to be drug and gang related.

6 Appointment of 2010 Election Committee

Darlene Kuba, Laurie Sale, and Steve Hirsh were appointed to the committee.

7 Parking Signage

Staff will contact lot owners to discuss installations.

8 New Business

CRA Study: This \$1 million 18-month long study of the Fashion District conducted by AECOM will look at challenges and opportunities in the district. Stakeholder and community meetings are planned to gain input from owners, merchants, industry professionals, and residents to build a future vision for the Fashion District. The first stakeholder meeting is August 12, 2010. Board Members were encouraged to attend.

9 Executive Director Report

New Illegal Dumping Ordinance Amendment: The amendment took effect on July 5, 2010 and provides the Bureau of Street Services with a new administrative enforcement process that imposes a graduated penalty of \$550, \$750, and \$1000 for each successive violation within a 12 month period. A fourth violation would result in a misdemeanor violation. Training for BID security personnel starts in late August. Staffs will be instructed on how to identify and cite violators.

10 The meeting adjourned at 12:55 pm.

B2010.minutes 7-22-10



LA Fashion District Business Improvement District
Board of Directors Meeting Minutes - Tuesday July 27, 2010 at 10:30 am

Members Present: Laura Aflalo, Mark Chatoff, Mark Cohen, Barry Gold, Ramin Haverim, Steve Hirsh, Elisa Keller, Jaime Lee, Laurie Sale.

Members Absent: Dan Bartholomew, John Day, Peter Kaplan, Lance Kluger, Darlene Kuba, Suzette Wachtel.

Staff Present: Kent Smith, Executive Director. Lynn Myers.

1 Public Comment: None received.

2 Action Item: DPOA Bylaw Amendment Proposal

Elisa Keller presented a draft motion to amend the bylaws to reduce the quorum for Member meetings to 33 owners provided those owners represent at least 33% of the total annual BID assessment.

Board Members agreed that 33 members must be present either by proxy or in person.

The Bylaws Committee will meet on August 3, 2010 to review the amendment.

3 Executive Director Report

Catering Trucks: The City's Transportation Committee is holding a public hearing for discussion of a possible amendment to the current catering truck ordinance that will limit the number allowed on city streets. The meeting is scheduled for August 11, 2010 at 2 pm. Board Members were encouraged to attend this meeting to testify on the proliferation of catering trucks in the Fashion District.

10 The meeting adjourned at 12:55 pm.

B2010.minutes 7-27-10



LA Fashion District Business Improvement District
Board of Directors Meeting Minutes – Thursday, September 16, 2010 at 11:45 am

Members Present: Dan Bartholomew, Mark Chatoff, Mark Cohen, Barry Gold, Ramin Haverim, Steve Hirsh, Elisa Keller, Lance Kluger, Jaime Lee, Laurie Sale, Suzette Wachtel.

Members Absent: Laura Aflalo, John Day, Ramin Haverim, Peter Kaplan.

Guests/Owner Representatives Present: Jorge Flores, Guido Hammacher, Fanny Levin.

Staff Present: Kent Smith, Executive Director. Lynn Myers.

Several items were taken out of order during the meeting and appear in the minutes according to the order of the published agenda.

1 Public Comment: None received.

2 Welcome & Introductions: Chairman Mark Chatoff called the meeting to order at 11:50 am. Guests and Board Members introduced themselves.

3 Approval of Minutes from July 22, 2010. Approved by unanimous vote.

Approval of Minutes from July 27, 2010. Approved by unanimous vote.

4 Committee Reports

Finance: Board Members were asked for comments on the revised 990 form. Finance and Operations met on September 14, 2010 to discuss the 2011 budget. Image/Communications Committee will meet on September 28, 2010.

Operations: LAPD officers attended the Operations Committee on September 14, 2010 to discuss the current focus on gang activity and the recently prevented shooting in the Alley. Board Members were advised to talk to their tenants about reporting graffiti and stowing purses in a safe place. LAPD is also working in the Flower Mart area to discourage campers. The Huntington Hotel continues to be a troublesome location. Lt. Vernon has added extra surveillance. Board Member Darlene Kuba suggested that each Board Member should send a letter to Councilman Huizar to encourage his support for expediting the sale of the Huntington Hotel to a credible housing organization.

Bylaws: The property owner vote to amend the bylaws was unsuccessful. No further action will be taken.

Election: Nominations closed on September 13, 2010. There are 8 candidates for 6 seats. Ballots will be mailed to property owners at the end of October.

Personnel: Discuss Executive Director's employment contract.

5 Adjourned to Closed Session for discussion/action regarding amendments to the Executive Director's contract.

6 Adjourn to Open Session.

7 CRA/Fashion District Design for Development Plan Update

Parking Day: AECOM will host a "park" in a parking space on Maple between 11th & 12th on September 17th. They will also use the park as an opportunity to talk with shoppers about the future of the Fashion District. Parking Day was developed by downtowners to advocate for more green space.

Focus Group Meetings: Outreach meetings continue on September 28 and 29.

8 Special Events

Fashion Night Out and Macy's Glamorama helped focus attention on the LA Fashion District this month. Board Members were encouraged to attend the LA Streetcar Fundraiser (9/30/10) and the LA Conservancy Walk About Tour (11/7/10).

9 New Business

Board Member Steve Hirsh talked about the positive effect that Market Weeks generate for boutique hotel business.

Board Member Elisa Keller thanked BID staff for helping to get the street light repaired in front of 1030 S Santee.

10 Executive Director Report

Women's Wear Daily (WWD) Visits the Fashion District: BID staff hosted a tour of the district for the new regional marketing director of WWD.

Crafts & Hobby Association (CHA): LA Inc (BID is a member) coordinated a meeting with marketing representatives from CHA that will host their 2011 trade show at LA Convention Center. Approximately 10,000 attendees are expected. The BID will help CHA coordinate special tours of the textile, flower and accessory areas of the LA Fashion District for trade show attendees.

11 The meeting adjourned at 2:00 pm

B2010.minutes 9-16-10



LA Fashion District Business Improvement District
Board of Directors Meeting Minutes – Thursday, November 18, 2010 at 11:45 am

Members Present: Laura Aflalo, Dan Bartholomew, Mark Chatoff, Mark Cohen, Barry Gold, Ramin Haverim, Steve Hirsh, Peter Kaplan, Elisa Keller, Lance Kluger, Darlene Kuba, Laurie Sale, Suzette Wachtel.

Members Absent: John Day, Jaime Lee,

Guests/Owner Representatives Present: Captain Todd Chamberlain, George Gould.

Staff Present: Kent Smith, Executive Director. Lynn Myers.

Several items were taken out of order during the meeting and appear in the minutes according to the order of the published agenda.

1 Public Comment: None received.

2 Welcome & Introductions: Chairman Mark Chatoff called the meeting to order at 11:50 am and thanked Suzette Wachtel for hosting the luncheon.

3 Report from Captain Todd Chamberlain, LAPD, Central Division

Captain Chamberlain said the partnership between the LAPD and the BIDs has improved public safety in many ways. Crime is down below 4.5% and he expects to end the year at -5% overall drop in crime for Central Division. Captain said the department accomplished this in spite of reductions and with the BID's help. He asked Board Members for the assistance with crime fighting. If there is a problem or a location needs improvement then call Kent Smith who will pass the information to LAPD Central. Holiday deployments will increase with a reserve pool of uniformed and trained volunteers. Captain Chamberlain will meet with the downtown BIDs for input on department goals for 2011.

4 Approval of Minutes from September 16, 2010. Approved by unanimous vote.

5 Committee Reports

Finance: The Finance Committee reported that the 2011 budget conforms with the district management plan.

MOTION: Approve 2011 Budget with an increase in liability insurance from \$20,000 to \$30,000.

Barry Gold moved to approve. Mark Chatoff seconded.

The motion passed by unanimous vote on Thursday, November 18, 2010.

Members Voting: Laura Aflalo, Dan Bartholomew, Mark Chatoff, Mark Cohen, Barry Gold, Ramin Haverim, Steve Hirsh, Peter Kaplan, Elisa Keller, Lance Kluger, Darlene Kuba, Laurie Sale, Suzette Wachtel.

MOTION: Approve \$50,000 of the unallocated funds and apply to BID Renewal.

Barry Gold moved to approve. Laurie Sale seconded.

The motion passed by unanimous vote on Thursday, November 18, 2010.

Members Voting: Laura Aflalo, Dan Bartholomew, Mark Chatoff, Mark Cohen, Barry Gold, Ramin Haverim, Steve Hirsh, Peter Kaplan, Elisa Keller, Lance Kluger, Darlene Kuba, Laurie Sale, Suzette Wachtel.

MOTION: Approve the 2011 Fashion District Planning Report for the City of Los Angeles.

Elisa Keller moved to approve. Steve Hirsh seconded.

The motion passed on Thursday, November 18, 2010.

Members Voting Yes: Laura Aflalo, Mark Chatoff, Mark Cohen, Barry Gold, Steve Hirsh, Peter Kaplan, Elisa Keller, Lance Kluger, Darlene Kuba, Laurie Sale, Suzette Wachtel. Members who didn't vote: Dan Bartholomew, Ramin Haverim.

Operations: The Committee meeting on November 16th was very productive. LAPD SLO Matt Schafer reported that illegal vending is out of control. LAPD Central has organized increased deployment to start immediately through January 1, 2011. The BID can also expect more effort from Newton Division.

LAPD and LADOT asked the BID to consider removing parking on Maple Ave. during the holidays.

MOTION: Consider no parking on Maple between Olympic and Pico from Thanksgiving to January 1, 2011.

The motion was tabled indefinitely based on Board Member discussion.

MOTION: Hire an additional Safe Team Officer from November to December 31, 2010.

Elisa Keller moved to approve. Steve Hirsh seconded.

The motion passed by unanimous vote on Thursday, November 18, 2010.

Members Voting: Laura Aflalo, Dan Bartholomew, Mark Chatoff, Mark Cohen, Barry Gold, Ramin Haverim, Steve Hirsh, Peter Kaplan, Elisa Keller, Lance Kluger, Darlene Kuba, Laurie Sale, Suzette Wachtel.

Election: Approximately 950 ballots were mailed on November 1 and the deadline is December 6. We've received ballots from 74 property owners to date.

Personnel: Executive Director Kent Smith's personnel contract was extended through 2013.

6 Proposed Revision to District Management Plan

MOTION: Approve revision to the 2008 District Management Plan and Engineer's Report to strike the clause that pertains to the BID's responsibility to report maintenance problems that require third party intervention.

Elisa Keller moved to approve. Laurie Sale seconded.

The motion passed by unanimous vote on Thursday, November 18, 2010.

Members Voting: Laura Aflalo, Dan Bartholomew, Mark Chatoff, Mark Cohen, Barry Gold, Ramin Haverim, Steve Hirsh, Peter Kaplan, Elisa Keller, Lance Kluger, Darlene Kuba, Laurie Sale, Suzette Wachtel.

7 Translation Services for BID Property Owner Communications

Sent to Image & Communications Committee for further discussion.

8 CRA/Fashion District Design for Development Plan Update

The draft market study posted on the website is the result of multiple surveys and outreach meetings. Board Members were asked to comment on www.fashionyourdistrict.org

9 Home for Good

This year long study conducted by the LA Chamber of Commerce and United Way found that there are 48,000 chronic homeless individuals on LA streets. Over \$875 million is spent on managing homelessness and 75% of those funds are spent on 16,000 individuals including veterans of the armed services. The study proposes an integrated system focused on rapidly housing people with the supports they need to thrive is critical to ending homelessness.

MOTION: Endorse the Home for Good Plan to end homelessness in Los Angeles.

Lance Kluger moved to approve. Darlene Kuba seconded.

The motion passed by unanimous vote on Thursday, November 18, 2010.

Members Voting: Laura Aflalo, Dan Bartholomew, Mark Chatoff, Mark Cohen, Barry Gold, Ramin Haverim, Steve Hirsh, Peter Kaplan, Elisa Keller, Lance Kluger, Darlene Kuba, Laurie Sale, Suzette Wachtel.

10 Treasure's of Los Angeles Annual Sponsorship

The LA Fashion District has sponsored this event for over a decade as part of our membership with the Central City Association (CCA). Staff at CCA continues to be helpful in advocating for many downtown issues that affect the Fashion District. This fundraising effort helps CCA reach operating costs to sustain these advocacy efforts.

MOTION: Approve \$4,000 Silver Sponsor Level Participation for the 2011 Central City Association Treasures of Los Angeles Awards Luncheon.

Elisa Keller moved to approve. Steve Hirsh seconded.

The motion passed on Thursday, November 18, 2010.

Members Voting Yes: Laura Aflalo, Dan Bartholomew, Mark Chatoff, Mark Cohen, Barry Gold, Ramin Haverim, Steve Hirsh, Elisa Keller, Lance Kluger, Darlene Kuba, Laurie Sale, Suzette Wachtel. Members Abstaining from Vote: Peter Kaplan.

11 New Business: None discussed.

12 Executive Director's Report

The History Channel is filming a story on the dilapidated condition of the infrastructure in the U.S. Production reps have contacted the Fashion District searching for property owner to comment on storm drains. Selma Fisch will be contacted for comments as she started the movement toward streetscape improvements and infrastructure repairs with her Wish List that was submitted to Congresswoman Lucille Roybal-Allard in 1999. Film crews will also ride the district with the Safe Team.

13 The meeting adjourned at 1:28 pm



LA Fashion District Business Improvement District
Board of Directors Meeting Minutes - Thursday, December 9, 2010

Members Present: Laura Aflalo, Dan Bartholomew, Mark Chatoff, Mark Cohen, Barry Gold, Ramin Haverim, Peter Kaplan, Elisa Keller, Lance Kluger, Laurie Sale, Suzette Wachtel.

Members Absent: John Day, Peter Kaplan, Darlene Kuba, Jaime Lee.

Staff Present: Kent Smith, Executive Director. Lynn Myers.

Chairman Mark Chatoff called the meeting to order and thanked Board Member Laura Aflalo for hosting the lunch.

1 Public Comment: None recorded.

2 Approval of Meeting Minutes from November 18, 2010. Approved by unanimous vote.

3 Operations Update

LAPD SLO Randy McCain has been working every weekend to control the proliferation of illegal vendors that crowd the sidewalks and streets during the holiday shopping season. Operations Staff report they are seeing more shoppers carrying more shopping bags in the district this holiday season.

4 Public Information Coordinator Hiring Update

Over 200 resumes were received, 9 candidates were interviewed and we narrowed the field to two very qualified candidates. Several members of the Image & Communications met with the two candidates and the job will be offered to Annie Chang who will start work on January 3, 2011.

5 Recognition of Retiring Board Members

Outgoing Board Members were thanked for their dedication and willingness to volunteer their time and expertise to managing the LA Fashion District Business Improvement District.

- Barry Gold
- Steve Hirsh
- Elisa Mermelstein-Keller
- Lance Kluger
- Laurie Sale

6 Board of Directors Election Results

Election results were publicly announced at the Board of Directors Meeting on December 9, 2010. The newly elected members are:

- Dan Bartholomew
- Harvey Flax
- Jorge Flores
- Herb Glaser
- Brian Taban
- John Van Den Akker

7 New Business

2011 Meeting Calendar: There were no comments on the proposed meeting dates.

Lunch Host Policy: Elisa Keller commended Board Members for their years of service. She proposed terminating the policy that requires Board Members to pay for meeting lunches. The policy changed was approved by all Board Members at the meeting except Laura Aflalo who voted no, and, Dan Bartholomew who abstained.

8 Executive Directors Report

Home for Good: Kent Smith, BID Executive Director, testified in support of the "Home for Good" plan at the County Board of Supervisors meeting on Tuesday, December 7, 2010. The goal of the plan is to significantly reduce the numbers of homeless by 2016 by providing housing first instead of services on the streets. The website at www.homeforgoodla.org provides information about the plan and ways to get involved. The Board of Supervisors voted to adopt all the recommendations of the plan and asked staff to prepare an implementation plan.

Meeting with Assembly Speaker Perez & Corrections Secretary Matthew Cate: On December 9, 2010 BID Executive Director Kent Smith and downtown BID representatives met with John Perez, Speaker of the State Assembly, and Matthew Cate, State Secretary of Corrections, Councilmember Jan Perry, City Attorney Carmen Trutanich, Assistant District Attorney Jacqueline Lacey, LAPD Central Division Captain Todd Chamberlain and Safer City Lieutenant Sharron Paulsen, as well as representatives from the Sheriff's Department were also in attendance. Concrete measures to reduce the impact of state prison parolees on the downtown community were discussed.

Special Event Permit Application for Wall Street between Pico and 12th

Board Members unanimously agreed to oppose the special event proposed for Wall Street between 12th and Pico Blvd. on Saturday, January 1, 2011. The Board opposed an application for a similar event proposed for the same location in February 2010. The descriptions for both events are very similar and similarly lacking in details. After investigation of the February permit we learned that the event coordinator had added live music on five stages and that almost two square blocks were going to be impacted. Of additional concern to the Fashion District BID was the decided-upon use of private property although no attempts were made to attain property owner permission. An opposition letter will be sent to the Bureau of Street Services, Special Events Department.

9 The meeting adjourned at 1:15 pm